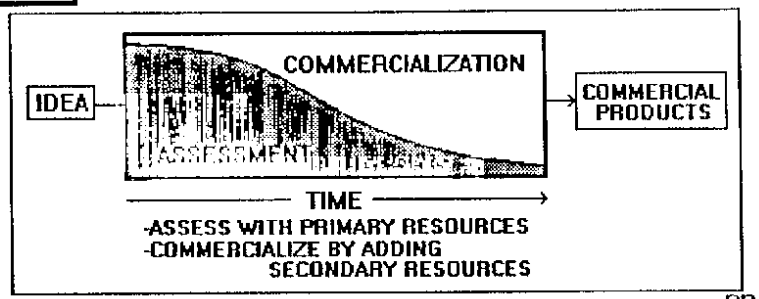
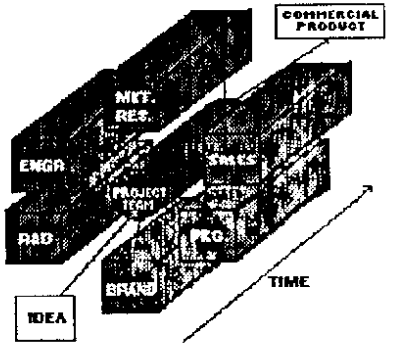
TO-BE NEW PRODUCTS PROCESS MAP





IDEAS

STRATEGIC PLANS

SENIOR MANAGEMENT

PORTFOLIO MGT. CORE PROCESS

WEXLER
BERAN
BUS. PLANNING

BRIEF

BRIEF

BRAND MGT. CORE PROCESS

MARLBORO
LUND

OPB
LeVAN

DISCOUNT
MIKULAY

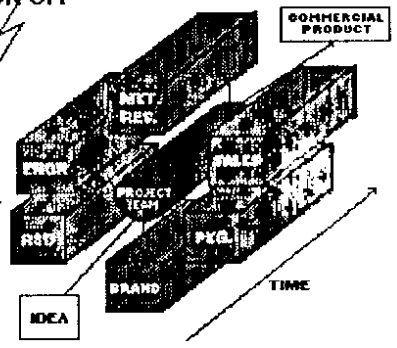
BRIEF

CROSS FUNCTIONAL ASSESSMENT PROCESS

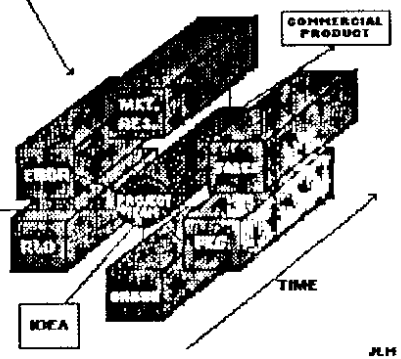
VP MKT. RES.	CAN IT BE DONE?
VP TRADE MKT.	SHOULD IT BE DONE?
DIR NEW PROD.	FUNDING
DIR. PKG.	RESOURCES
GEN. MGR. MFG.*	BUSINESS VIABILITY
REG. VP SALES*	BENEFITS / COSTS
MFG. SVC. / ENGR.*	COMMUNICATE
LEGAL (?)	CONTINGENCY PLANNING
FINANCE (?)	ASSIGN / CHARTER TEAMS
	PRIORITIZE
	ISSUE PRODUCT PLAN
	EVOLVE CHANGES IN:
	-FORECAST
	-BUDGETS

* ROTATING MEMBER (ANNUAL)

PROJECT TEAMS SPUN OFF



BRIEF & DELIVERABLES



←INFORMATION FEEDBACK LOOP→
-TEAM LEADER
-FUNCTIONALLY

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Source: https://www.industrydocuments.ucsf.edu/docs/rlxm0004